

Idaho Department of Commerce Strategic Plan 2004-2007

Survey Results

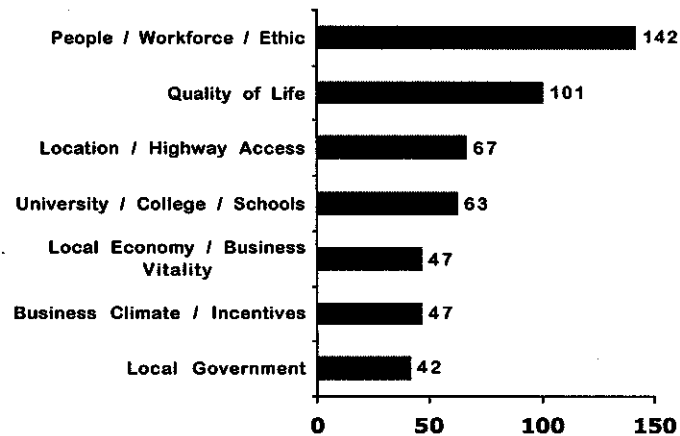
Methodology / Sample

#1. Sample Size: 913

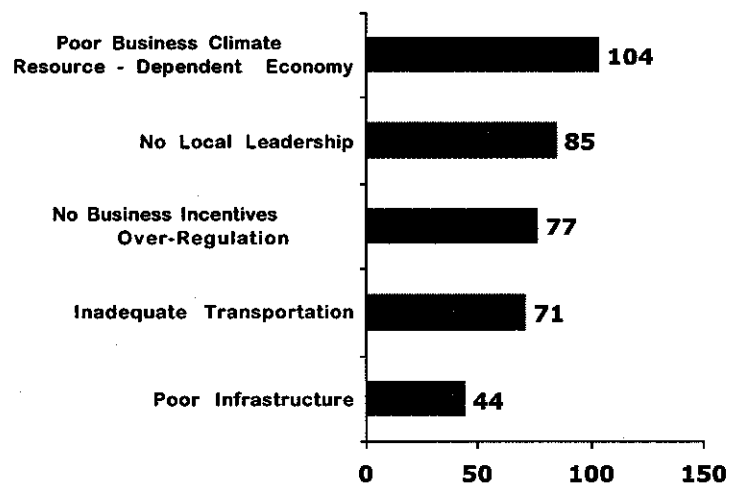
- | | |
|----------------------------------|----------------------|
| -Chambers of Commerce/CVBs | -Gem Communities |
| -Advisory Boards | -ITC/ICDBG Grantees |
| -Legislators | -ED Groups |
| -Private Industry (Tourism & ED) | -Mayors/County Comm. |
| -State/Federal Agencies | |

#2. Response Rate: 269 / 29%

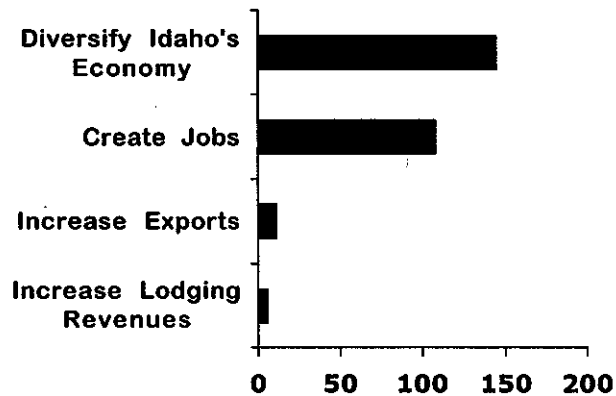
#1. What are your community strengths?



#2. What are your community weaknesses?



#5. Choose the goal you think is most important.



#6. What goals would you add?

- #1. Educate Legislature (24)**
- #2. Improve Education (23)**
- #3. Maintain a Supportive Business Climate (17)**
- #3. Develop Local Leadership (17)**
- #4. Market & Promote Idaho (16)**
- #5. Improve Infrastructure (14)**

#7. What strategies do you think are most important?



#8. What strategies would you add?

#1. Help Cities/Counties w/ Marketing (15)

#2. Reduce Bureaucracy (14)

#3. Increase Renewable Resources (7)

#4. Encourage Planning & Zoning (5)

#9. How important are the following economic/community development tactics?

Critical:

- 1. Upgrade Public Facilities**
- 2. Fund Job Creation Projects**
- 3. Share Business Expansion Leads**
- 4. Unite Agencies Involved in Rural Economic Development**
- 5. Help Cities/Counties Apply for Infrastructure Grants**
- 6. Train Local ED Professionals**
- 7. Fund ED Professionals in Rural Areas**

#9. What economic/community development tactics would you add?

- 1. Improve Transportation (10)**
- 2. Educate Legislature on ED Issues (9)**
- 3. Proactive, Targeted Marketing for ED (8)**
- 4. Local Leadership Training (8)**
- 5. Strengthen/Invest in Idaho's Tourism Product (6)**

#9. How important are the following marketing tactics?

Critical:

- 1. Advertise Idaho for Business Relocation/Expansion**
- 2. Engage in Public/Private Partnerships**
- 3. Share State Marketing Research and Strategies**
- 4. Advertise Idaho's Tourism Attractions**
- 5. Attend Targeted Trade Shows for Economic Development**
- 6. Distribute Tourism Promotion Grants**
- 7. Create/Produce Idaho Travel Guide**

#12. What marketing tactics would you add?

- #1. Develop Statewide Marketing Campaign**
- #2. Help Communities Identify Tourism Potential**
- #3. Assess Marketing Effectiveness**
- #4. Engage in Cooperative Marketing Tactics**
- #5. Increase Internet Use**

13. What qualities ... when engaging Department services & programs?

- #1. Supportive, Cooperative Attitude, Teamwork (48)**
- #2. Efficient, Prompt, Responsive, Accessible (38)**
- #3. Knowledgeable, Competent (22)**
- #4. Professional (16)**
- #5. Honest, Realistic (13)**
- #6. Accessible, Available (9)**
- #7. Creative / Innovative (9)**

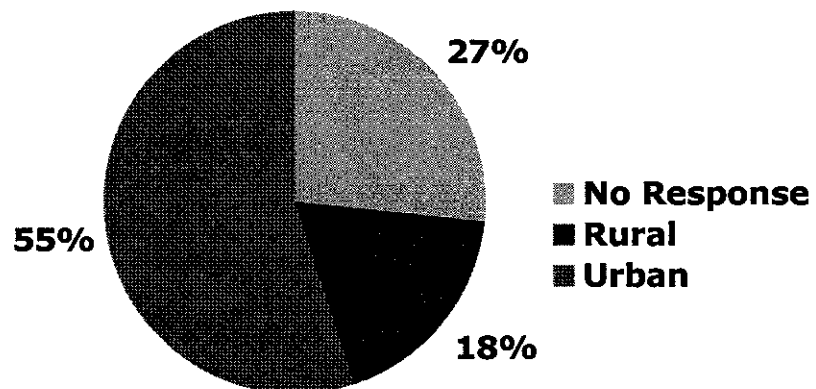
14. What change or improvement would you make?

- #1. Put ED Pros in Urban Areas (18)**
- #2. Increase Funding for Department of Commerce (17)**
- #3. Focus on Helping Business / Industry (14)**
- #4. Hire a Director (13)**
- #5. Simplify Processes (13)**
- #6. Focus on Rural Areas / Gem Communities (13)**
- #7. Improve Lead Distribution / Communication (8)**
- #8. Develop Idaho's Tourism Product (4)**

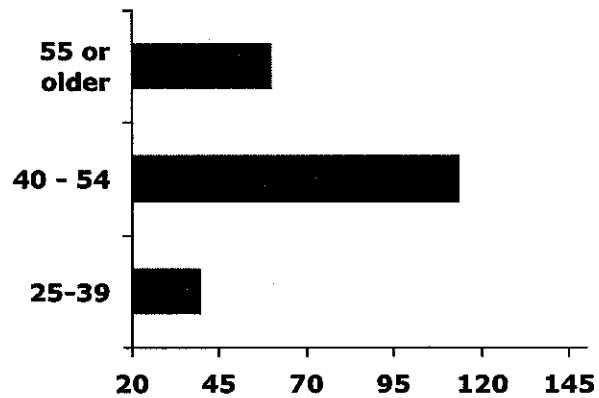
15. What services ...would you add?

- #1. Community Leadership Training (10)
- #2. Fund State Visitor Centers (5)
- #3. Advocate for Businesses (4)
- #4. Provide More Statistical Trends (2)
- #5. Cooperative Regional Marketing Effort for ED (3)
- #6. Other (26)

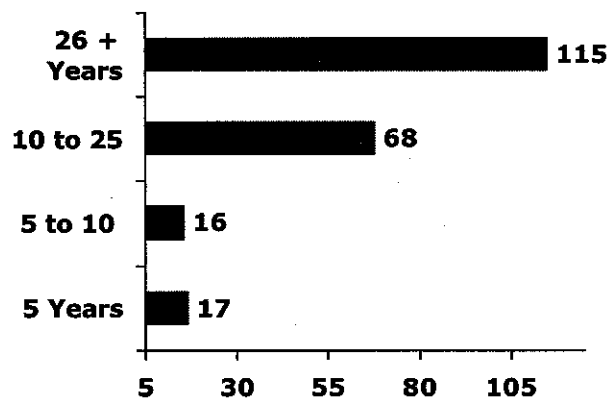
16. In which county do you live?



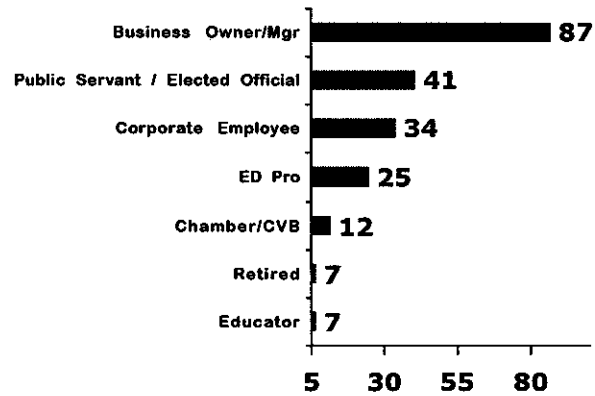
16. What is your age?



17. How long have you lived in Idaho?



18. What is your profession?



19. What industry do you represent?

